

LEO BURNETT COMPANY, Inc.

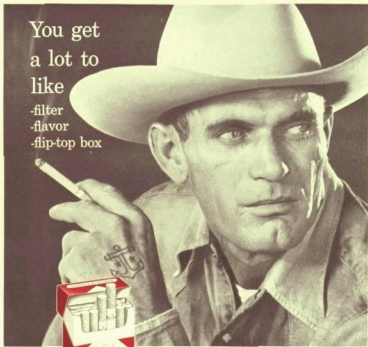
Ad No. 392—Reg. No. 14833—Bark Coat—2 color—Black—Sports Illustrated, April 1, 1967

#392 "Ranch Hand"

(A)

# Marlboro

You get  
a lot to  
like  
-filter  
-flavor  
-flip-top box



NEW  
FLIP-TOP BOX

Flips to keep  
cigarettes  
from crushing.  
No tobacco in  
your pocket.  
Flip to date.



POPULAR  
FILTER PRICE

Here's old-fashioned flavor in the new way to smoke.

The man-size taste of honest tobacco comes full through.

The smooth-drawing filter feels right in your mouth.

Works fine but doesn't get in the way. The Flip-Top Box  
keeps every cigarette firm and fresh until you smoke it.

(MADE IN RICHMOND, VIRGINIA, FROM A NEW MARLBORO RECIPE)

